

Message Text

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72

ACTION EUR-25

INFO OCT-01 ISO-00 CIAE-00 DODE-00 PM-07 H-03 INR-10 L-03

NSAE-00 NSC-10 PA-04 RSC-01 PRS-01 SPC-03 SS-20

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FM AMEMBASSY BUCHAREST

TO USIA WASHDC

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E.O. 11652: N/A

TAGS: SCUL, RO

SUBJ: ROMANIAN MEDIA COVERAGE FOR 12/4/73

OF CEAUSESCU VISIT TO U.S.

REF: BUCHAREST 4436

1. TV CARRIED ON 1930 HRS NEWCAST DECEMBER 4 AN UNEDITED 30-MINUTE BROADCAST (TAPED EARLIER FROM SATELLITE) OF OFFICIAL WHITE HOUSE WELCOME CEREMONIES. NEWSCAST "TELEJOURNAL" (TV JOURNAL), NORMALLY THIRTY-MINUTE PROGRAM, RAN ONE HOUR THIS DATE TO ACCOMMODATE SPECIAL BROADCAST. NEWSCAST BEGAN WITH LARGE MAP OF U.S. SUPERIMPOSED ON SCREEN WITH NARRATION "WE IMMEDIATELY SWITCH NOW TO OUR CORRESPONDENT IN WASHINGTON WITH SPECIAL FILM REPORT." ROMANIAN TV CORRESPONDENT CIURESCU PROVIDED GENERALLY FORCEFUL ON-THE-SPOT NARRATION OF ACTIVITIES THROUGHOUT TAPE, HIGHLIGHTING HISTORY OF U.S.-ROMANIAN COOPERATION, NIXON-CEAUSESCU FRIENDSHIP AND COMMONALITY OF OUTLOOK, ATMOSPHERICS FOR THEIR TALKS IN D.C., AND DETAILS OF CEREMONIES. QUALITY OF HIS VICE TRANSMISSIONS VARIABLE FROM FAIR TO GOOD, BUT CAMERA WORK OUTSTANDING. DISSOLVES TO WHAT APPEARED UNCLASSIFIED

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TO BE LARGE CROWD LISTENING ATTENTIVELY TO SPEECHES

AND SHOTS SHOWING TWO PRESIDENTS SHAKING HANDS WITH THROGS PARTICULARLY EFFECTIVE AT CONVEYING IMPRESSION OF ENTHUSIASTIC BUT RESPECTFUL RECEPTION ACCORDED CEAUSESCU. COMMENTATOR'S REFERENCES TO U.S. MEDIA COVERAGE OF VISIT ALSO EFFECTIVE IN UNDERSCORING IN ROMANIANS' MINDS IMPORTANCE U.S. ATTACHES TO EVENT. CONVERSATIONS WITH ROMANIANS DAY FOLLOWING TRANSMISSION INDICATE THIS LENGTHY SATELLITE BROADCAST SIZEABLE SUCCESS. MOST WERE MOVED BY IMPRESSIVE CHARACTER WHITE HOUSE CEREMONIES IN HONOR OF ROMANIA. TV AUTHORITIES ESTIMATE AUDIENCE THIS BROADCAST AT SEVEN AND ONE -HALF MILLION (SOMEHWAT OPTIM PTI FROM EMBASSY VIEW).

2. 1015 TV NESCAST CARRIED EDITED 12-MINUTE VERSION SAME TAPE. ESTIMATED AUDIENCE - FOUR MILLION.

3. EARLIER TV NEWSCASTS 1200 AND 1800 HAD BRIEF 3-MINUTE SEGMENTS WITH STILL PHOTOGRAPHS PROMINENTLY DISPLAYED OF TWO PRESIDENTS TOGETHER IN 1969 AND 1970, INCLUDING NARRATION DESCRIBING PLANNED ACTIVITIES IN D.C. FOR THE DAY.

4. RADIO PROGRAMMING WAS HIGHLIGHTED BY 5-MINUTE SPOT RUN AT 2130 DEALING WITH CEAUSESCU RECEPTION AT WHITE HOUSE. SPOT ADDITIONALLY FOCUSED ON "SIGNIFICANT" COVERAGE VISIT IS GETTIN IN U.S. MEDIA. EARLIER IN DAY, "ORELE SERII" REBROADCAST 5-MINUTE SPOT REPORTED IN BUCHAREST 4455. AFTER 1800 HOURS, EACH HOURLY NEWS-CAST CARRIED 1-MINUTE SPOT REPORTING CEAUSESCU RECEPTION AT WHITE HOUSE.

5. BOTH SCINTEIA AND ROMANIA LIBERA GAVE FRONT-PAGE TOP BILLING (86 COLUMN INCHES) TO PUBLICATION FULL TEXT OF CEAUSESCU INTERVIEW WITH SEYMOUR TOPPING OF NY TIMES (SEE REF). BOTH PAPERS ADDITIONALLY FEATURED 5-COLUMN FRONT-PAGE HEADLINE ANNOUNCING PRESIDENT'S ARRIVAL IN U.S. ACCOMPANYING 22-1/2 COLUMN INCH STORY DEALT WITH WELCOME AT ANDREWS AFB, WITH MENTION OF STOESEL, FLANIGAN, AND U.S. UNCLASSIFIED

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CHARGE MARTENS.

6. SCINTEIA HEADLINED ITS "INTERNATIONAL PAGE" WITH ARTICLE ENTITLED "LIVELY INTEREST IN U.S. FOR ROMANIA OUAND VISIT OF PRESIDENT CEAUSESCU." 19-COLUMN-INCH ARTICLE REPORTED COVERAGE ACCORDED VISIT IN U.S. MEDIA (BUSINESS WEEK SPECIFICALLY MENTIONED FOR ITS 4-PAGE SPREAD ON ROMANIA). ARTICLE ALSO DEALT WITH CURRENT

SPECIAL ROMANIAN PROGRAMS AT SUNY (ALBANY) AND U. OF
OEFDIERA.

7. INFORMATIA BUCHARESTULUI (LOCAL PARTY AND GOVERNMENT
DAILY, CIRCULATION UNKNOWN) ON DECEMBER 3 RAN ARTICLE
BY NOTED JOURNALIST CATINCA RALEA ON ITS INTERNATIONAL
NEWS PAGE INTITLED "IN SPIRIT OF COLLABORATION". HIGHLY
FAVORABLE IN TONE, THE ARTICLE INCLUDED SELECTIONS FROM
INTERVIEWS CONDUCTED WITH USIA DIRECTOR JAMES KEOGH,
CLIFF ROBERTSON, WILLIAM SNODGRASS, HERBERT STEIN (FYI -
KEOGH, ROBERTSON AND SNODGRASS INTERVIEWS CONDUCTED ON
AMERICAN LIBRARY PREMISES IN PAST YEAR). ALL SELECTIONS
DEALT WITH WHAT HAS BEEN GAINED THUS FAR BY ROMANIAN
AMERICAN COOPERATION IN CULTURAL AND ECONOMIC FIELDS,
AND WHAT HOPEFULLY CAN BE ACCOMPLISHED IN FUTURE BY
CONTINUED AND CLOSER COOPERATION.

8. LENGTHY SATELLITE FEED FROM WHITE HOUSE DESCRIBED
ABOVE CLEARLY HAS GENERATED EXCITEMENT FOR TRIP AMONG
ROMANIANS QUERIED DAY FOLLOWING TRANSMISSION. DIRECT
FEED HAS BROUGHT PHYSICAL REALITY OF CEAUSESCU PRESENCE
IN U.S. AND HIS MEETING WITH AMERICAN PRESIDENT TO
LARGE NUMBERS OF ROMANIANS IN VIVID MANNER THAT NEWS-
PAPER AND RADIO MEDIA RARELY ACCOMPLISH.
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